

GD 360 Advertising Design

Winter 2017

Section: 501

Class number: 22075

Document Date: 03/02/17

Meeting time: Friday, 10:00am – 1:15pm

Meeting Dates: 01/06/2017 – 03/17/2017

Final Exam: 10am, Friday 03/17/17

Class Location: 14 E Jackson, Loop Campus, Room 213

Instruction: Lecture-discussion/lab

Instructor: Alex Modie

Contact: amodie@depaul.edu

Email reply policy: Within 24 hours, Monday – Friday

Office Hours: Friday 01/06/2017 – 03/10/2017, 1:45pm - 3:15pm

Office Hours Location: 14 E Jackson, Loop Campus, Room 200B

To access the office hours room, use the house phone to call: 312 362 1306

Course Description:

GD360 Advertising Design explores the function and practice of design in advertising in both social and art historical contexts. This course engages practical real life projects as well as projects that explore cultural and artistic practices.

Prerequisite(s)

GD 200 and GD 230

This course assumes a basic understanding of visual design principles and a foundation in Adobe CS InDesign, Illustrator and Photoshop, which will be our standard mode of operation for the course. However, this is NOT a software course. If you find you are at a significant disadvantage with weaker knowledge of a given program, it is strongly suggested that you subscribe to Lynda.com for \$25 a month (which can be renewed month-to-month depending on your needs and interests) to make significant progress with various computer applications.

Learning Goals

- Introduce the world of advertising in a social and art historical context with pragmatic projects and contemporary approaches, including advertising terminology and principles.
- Explore formal structures and research methods in developing socially responsible and effective strategies for advertising communication.
- Practice analysis and conceptual thinking as the first tasks of the designer, paired with the ability to produce effective and memorable communication in a socially responsible way.

Learning Outcomes

Upon completion of this course the successful student will be able to:

- Identify basic advertising terminology.
- Explain advertising principles as they relate to the marketing of goods and services.
- Produce a multi-faceted advertising campaign across the various type of media, including social, online, unconventional and in print.

Syllabus Changes

Changes to the syllabus may occur throughout the quarter. You will be promptly notified of any change via email. You are responsible for keeping up with changes that occur even when you are not in class. An email after an unexcused absence will not be able to cover all that happened in a class period.

Required Textbook

Advertising by Design: Generating and Designing Creative Ideas Across Media

Robin Landa, Wiley, 2010. ISBN 0470362685

Available at the DePaul Loop Bookstore

Further Reading:

Making Meaning: How Successful Businesses Deliver Meaningful Experiences

Diller, Shedroff and Rhea, New Riders, 2008

What a Life!: An Autobiography

Lucas and Morrow, Dover Publications, 1975

Useful Websites:

www.adweek.com

www.adage.com

www.adbusters.org

Supplies and Software Requirements

- Portable hard drive or USB flash drive (8-16GB)

If you save your work on the CDM computer hard drives, be advised that the drives are emptied regularly and your work may be deleted at any time.

Portable hard drive or USB flash drive (8-16GB) will be used to store all of your in-class work and/or assignments. In-class assignments are due the day they are assigned. Homework assignments are due at the beginning of the following class period. Some homework assignments may be completed by hand and/or using a computer, in accordance with the assignment criteria.

- Adobe Creative Suite (InDesign, Photoshop and Illustrator)

Academic Calendar Important Dates:

January 8, 2017

Last Day to add (or swap) classes to WQ2017

January 13, 2017

Last day to select pass/fail option

January 15, 2017

Last day to drop classes with no penalty. (100% tuition refund if applicable and no grade on transcript)

January 16, 2017

Grades of "W" assigned for classes dropped on or after this day

January 20, 2017

Last day to select auditor status

February 19, 2017

Last day to withdraw from WQ2017 classes

GD360 Advertising Design – Assignments and Grading

Final Assignments

Please note that all assignments are required. You must complete every assignment for a final grade in the class. Every assignment must be posted to the specified D2L Dropbox folder. Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance.

Submitting Assignments

In order for an assignment to be accepted as 'final' for grading, you must submit the following, as per the date required in the class schedule:

- 1 digital copy online to the D2L Dropbox

AND

- 1 Printed and/or physical copy in class for critique

Uploading project files to D2L Dropbox:

- Upload .pdf or .jpg files to the appropriate week's assignment folder
- Name your file using your last name, project title and week submitted.
E.g.: Smith_Research Report_Week 2.pdf

Failure to submit assignments

Failure to submit assignments by the due date will result in a failed grade. Design requires a feedback loop of project submission for review, feedback, implementation of changes and resubmission. This is required of every assignment in the course. All levels of critique require a work-in-progress summary to be uploaded to the class D2L Dropbox folder in .pdf or .jpg format.

Late submissions

Late assignment submissions will not be accepted. If you are going to miss class when an assignment is due, you are still required to email your homework by the assigned due date to: amodie@depaul.edu. While not ideal, handing in something unfinished is better than handing in nothing at all. If you would like further feedback on your work than you receive in class, please arrange a meeting during office hours.

Sharing of leadership roles, creative problem solving and collaboration is part of this class, however each team member is responsible for making individual submissions during class to receive credit for the team project before the final. Failure to do so will result in a failed grade.

Class discussion

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic.

Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon to offer comments related to the reading assignments and examples presented in class.

Students must keep up with the reading to participate in class discussion.

Grading Distribution

95 - 100%	A Professional
91 - 94%	A-
88 - 90%	B+
85 - 87%	B Good
81 - 84%	B-
75 - 80%	C+
71 - 74%	C Average
68 - 70%	C-
65 - 67%	D+
61 - 64%	D Poor
00 - 00%	F Fail

Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance. There is no extra credit.

Grading Rubric	Needs Improvement	Satisfactory	Very Good	Excellent
Creativity and clarity of concept	Student demonstrates a limited understanding of the concept, application of design principles and communication strategies.	Student demonstrates a satisfactory understanding of the concept, application of design principles and communication strategies.	Student demonstrates a very good understanding of the concept, application of design principles and communication strategies.	Student demonstrates an excellent understanding of the concept, application of design principles and communication strategies.
Clarity of communication – Written and verbal	Student demonstrates a limited ability to communicate concepts, both written and verbal.	Student demonstrates a satisfactory ability to communicate concepts, both written and verbal.	Student demonstrates a very good ability to communicate concepts, both written and verbal.	Student demonstrates an excellent ability to communicate concepts, both written and verbal.
Professional presentation of finished project	Student demonstrates a limited proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a satisfactory proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a very good proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates an excellent proficiency in design programs and craftsmanship including, composition, typography and use of imagery.

Assignments – Weighted Breakdown

Class Participation (10%)

- Reflection on required reading, participation in lectures and discussion of examples presented for visual analysis

Project 1: Ad Campaign Pitch (25%)

- Research an existing company or social cause
- Create a pitch presentation for an advertising campaign to launch a new product, service or initiative.
- There are two parts to this assignment – A pitch presentation slide deck and designed outputs (1 x concept image and 2 x advertisements)

Part 1 – Pitch presentation

- Create a pitch presentation slide deck (5-10 slides) to be presented in Week 5
- Include the following items in your final pitch presentation:
 - A title page (Include the name of the company and your name)
 - A summary of the need, target audience and purpose of the product, offering or service you are pitching
 - 1 x concept image presenting the main features and context of use for the new product, service or initiative.
 - 2 x advertisements in at least 2 of the following formats: Print, web, mobile, social media or unconventional marketing campaign.
 - Written rationale describing your final concept, positioning and potential applications.

Part 2 – Design Outputs

- Submit printed copies of the 1 x concept image and 2 x advertisements along with your pitch presentation slides in week 5. (Final format printed image, minimum size 8.5'x11')

Project 2: Integrated Marketing Campaign (50%)

1. Research an existing company or social cause
2. Develop and design an Integrated Marketing Campaign (IMC), incorporating the social media channels – Twitter, FaceBook, Instagram **AND** at least two of the following platforms:
 - TV commercial
 - YouTube video
 - Print (Billboard, magazine ad, signage or merchandise etc)
 - Immersive or interactive brand experience
3. Complete the IMC worksheets provided to document your research, planning and design development.

4. Use the content developed from the IMC worksheets and workshops to design an 'Integrated Marketing Plan' that includes your research, concept development, IMC plan and final design solutions.

***Note:** Social media channels – Twitter, FaceBook and Instagram **MUST** be included in your Integrated Marketing Campaign. Print should include at least 3 x types of print material.

Final Deliverable: Integrated Marketing Plan

1. Use the content developed from the IMC worksheets and workshops to design an 'Integrated Marketing Plan' that includes your research, concept development, IMC plan and final design solutions.
2. All sections of the worksheets must be included in the Integrated Marketing Plan. Content developed in workshops can be summarized.
3. Include your final design solutions in the Integrated Marketing Plan Document.

Final formats:

- 1x PDF copy uploaded to D2L
- 1 x Printed copy, minimum size 8.5 x 11.

Final Presentation Criteria:

1. Present a high level overview of the Integrated Marketing Campaign (5 minutes. 5-10 PDF slides.)
2. Show how the 'big idea' and key messages are represented across media channels to target specific customer segments and create a unified experience.
3. Demonstrate how the social media channels support the IMC activities and initiatives.

Project 3: Future of Advertising Poster (15%)

- Imagine what life would be like in the future and design a poster that comments on and/or represents the future of advertising.

Final Deliverable:

- 1 x PDF copy uploaded to D2L
- Minimum size: 8.5 x11

GD 360 Advertising Design Syllabus

Winter 2017

01/06/17

Week 1 – Introduction to class and projects

• **Lecture Topic:** What is Advertising?

- Overview of advertising terminology and approaches for developing communication strategies
- Developing a pitch presentation
- Brainstorming ideas

• **Exercise:** Visual analysis of advertising examples

- Class discussion

• **Introduction Project 1: Ad Campaign Pitch**

- Research an existing company or social cause
- Create a pitch presentation for an advertising campaign to launch a new product, service or initiative. (5-10 slides to be presented in Week 5)
- Design 1 x concept image that presents the main features and context of use for the new product, service or initiative. (Final format: 1 x printed images, minimum size 8.5'x11')
- Design 2 x advertisements in at least 2 of the following formats: Print, web, mobile, social media or unconventional marketing campaign. (Final format: 2 x printed images, minimum size 8.5'x11')

Week 1 – Homework Assignment

Project 1 – Ad Campaign Pitch: Research report and concept image sketches

Due: Week 2 – 01/13/17

- Research an existing product, service or social cause. Identify the need, audience and purpose as presented in advertising across various media platforms.
- Document your observations in the form a research report, including a written summary and visual examples. **(Refer to Research Report Format, page 13 of the syllabus as a guide.)**
- Based on your research create 3 concept image sketches for a new product, service or initiative.
- Include in your concept image sketches:
 - The main features of the product, service or initiative
 - The context of use
 - The interaction or experience of the target audience
 - Look and feel of the campaign

• Prepare to present a summary of your research and concept image sketches in class,
Week 2.

- Upload Research report and concept sketches to D2L Dropbox folder 'Week 1'

Required Reading for Week 2: *Advertising by Design*, Chapters 1–4

01/13/17

Week 2 – Critique 1: Research report and concept image sketches

- **Critique 1:** Presentation of research report and concept image sketches for Ad Campaign Pitch
 - Group critique
- **Exercise:** Visual analysis of advertising examples
 - Class discussion and reflection on reading

Week 2 – Homework Assignment

Project 1 –Ad Campaign Pitch: Develop Concepts for Advertisements

Due: Week 3 – 01/20/17

- Based on feedback from the critique, choose 1 concept image to be developed into 2 x advertisements in at least 2 of the following formats: Print, web, mobile, social media or unconventional marketing campaign.
- Explore layout options including: tagline, copy, logo, imagery and fonts
- Document your process to show how the concept and design has evolved based on the feedback from week 2.
- Upload Work in Progress to D2L Dropbox folder 'Week 2'

Required Reading for Week 3: *Advertising by Design*, Chapters 5-7

01/20/17

Week 3 – Ad Campaign Pitch Work in Progress

- **General check-in:** Assignment progress (There is no formal critique this week)
- **Exercise:** Visual analysis of advertising examples
 - Class discussion and reflection on reading
- **Lecture Topic:** Making meaning and representation
 - Using design principles from research to shape concept development
 - Social responsibility and representation
 - Review of current trends in digital marketing
- **Work in class to refine concepts**

Week 3 – Homework Assignment

Project 1 – Ad Campaign Pitch: Develop and refine concepts

Due: Week 4 – 01/27/17

- Develop and refine concepts for presentation and critique in Week 4
- Document your process to show how the concept and design has evolved based on the feedback from week 3.
- Upload Work in Progress to D2L Dropbox folder 'Week 3'

Required Reading for Week 4: *Advertising by Design*, Chapters 8-10

01/27/17

Week 4 – Critique 2: Ad Campaign Pitch Work in Progress

- **Critique 2:** Presentation of work in progress for Ad Campaigns
 - Group critique
- **Exercise:** Visual analysis of advertising examples
 - Class discussion and reflection on reading
- **Work in class to refine concepts**

Week 4 – Homework Assignment

Project 1 – Ad Campaign Pitch: Finalize concepts for presentation

Due: Week 5 – 02/03/17

- Refine and finalize concepts for final presentation in Week 5
- Prepare to present the finished product as a professional pitch in PowerPoint or PDF slides (5-10 slides max)

• Include the following items in your final pitch presentation:

- A title page (Include the name of the company and your name)
- A summary of the need, target audience and purpose of the product, offering or service you are pitching
- 1 x concept image presenting the main features and context of use for the new product, service or initiative.
- 2 x advertisements in at least 2 of the following formats: Print, web, mobile, social media or unconventional marketing campaign.
- Written rationale describing your final concept, positioning and potential applications.

Part 2 – Design Outputs

- Submit printed copies of the 1 x concept image and 2 x advertisements along with your assignment in week 5. (Final format printed image, minimum size 8.5'x11')
 - Create a summary of your process, including images and a brief description of key points of feedback that shaped the direction of your project.
 - Upload the final pitch deck, including final artwork to D2L Dropbox folder 'Project 1_Final Presentation' (PDF Files only)
-

02/03/17

Week 5 – Final Presentation Project 1: Ad Campaign Pitch (25%)

- Final Ad Campaign Pitch presentations (5-10 slides max)
- Introduction Project 2: Integrated Marketing Campaign

Week 5 – Homework Assignment

Integrated Marketing Campaign Research

Due: Week 6 – 02/10/17

- Complete Section 1: IMC Worksheets – Research and customer segmentation for work in class Week 6
- Continue working toward completing the worksheets
- Upload to D2L Dropbox folder 'Week 5'

Required Reading for Week 6: *Advertising by Design*, Chapter 11-15

02/10/17

Week 6 – Project 2: Integrated Marketing Campaign

- Review IMC Project Brief
- Lecture/Discussion: Integrated Marketing Campaigns – Formats, tactics and consumer engagement
- Work in class to develop key messages and visual concepts

Week 6 – Homework Assignment

Integrated Marketing Campaign Worksheets

Due: Week 7 – 02/17/17

- Complete the IMC worksheets

Note: Week 7 will be a working session to develop the key messages and visual concepts

- Upload Work in Progress to D2L Dropbox folder 'Week 6'
-

02/17/17

Week 7 – Working Session: Integrated Marketing Campaign

- Work in class to develop and refine the IMC plan, key messages and visual concepts

Week 7 – Homework Assignment

Refine Integrated Marketing Campaign plan, key messages and visual concepts

Due: Week 8 – 02/24/17

- Upload Work-in-progress to D2L Dropbox folder 'Week 7'
-

02/24/17

Week 8 – Working Session: Integrated Marketing Campaign

- Work in class to develop and refine the IMC plan, key messages and visual concepts

Week 8 – Homework Assignment

Refine final Integrated Marketing Campaign Plan

Due: Week 9 – 03/03/17

- Upload Work-in-progress to D2L Dropbox folder 'FINAL'
-

03/03/17

Week 9 – Final Presentation Project 2: Integrated Marketing Campaign (50%)

- Present a high level overview of the Integrated Marketing Campaign (5 minutes. 5-10 PDF slides.)
- Show how the 'big idea' and key messages are represented across media channels to target specific customer segments and create a unified experience
- Demonstrate how the social media channels support the IMC activities and initiatives
- Upload final version of the Integrated Marketing Plan to the Dropbox 'Project 2_Final Presentation (PDF files only)

Introduction Project 3: Future of Advertising Poster

- Imagine what life would be like in the future and design a poster that comments on and/or represents the future of advertising.

Week 9 – Homework Assignment

Due: Week 10 – 03/10/17

- Develop poster concepts
-

03/10/17

Week 10 – Project 3 Work in Progress

- Lecture/Discussion
- Work in class to develop concept

Week 10 – Homework Assignment

Due: Week 11 – 03/17/17

- Refine poster concepts for presentation in Week 11
 - Upload work in progress to D2L Dropbox folder 'FINAL'
-

03/17/17 | FINAL EXAM

Week 11 – Final Presentation

Project 3: The Future of Advertising (15% Grade)

- Final presentation Project 3
-

Research Report, Process Work and Rationale Format

Research Report Format

You are required to create a research report for Project 1 –Ad Campaign Pitch and Project 2 – Social Media Campaign. Synthesize observations from the research into a concise, professionally presented report. Include images and/or sketches to support your findings.

Use the following format to structure your research report:

1. Why? — Audience and need (300 words max)

- Summarize the need for the product, service or social cause
- Describe the known and emergent uses of the product, service or social cause
- Describe the intended audience

2. What? — Audience and purpose (300 words max)

- Describe the purpose of the product, service or social cause and how it addresses the audience need

3. How? — Delivering value (300 words max)

- Describe the ways the product, service or social cause delivers value to the audience (i.e. customers)

Refer to the following list of questions to help guide your research and concept development:

- (1) Describe the challenge
- (2) Who is the target audience?
- (3) What does the audience currently think about the brand or group?
- (4) What would we like the target audience to think and feel?
- (5) What facts, evidence or thoughts will assist in this change of thinking?
- (6) What is the brand essence?
- (7) What is the key emotion that will build a relationship with the core audience?
- (8) What media will best facilitate our goal?
- (10) What are the most critical elements?
- (11) What is the single most important takeaway?
- (12) What do we want the audience to do?

Process Work Format

You are required to create a weekly summary of your process for each project in this course. The purpose of documenting your process is to capture the key points of feedback that help shape the final output.

Incorporating feedback and testing ideas is a critical client management skill. Each week we will review the process work and discuss potential for development and the constraints of each concept.

Use the following format to document your process work:

- Note the key points of feedback from the group critique
- Annotate a sketch, image or screen grab with the key points of feedback
- Include notes about your thinking and ideas for development and/or design constraints
- Reflect on how the feedback may have influenced the current direction and/or changes in the process

Rationale Format

You are required to include a rationale with the final submission for each project. The rationale is a brief summary of the — ‘Why? What? and How?’, as outlined in the research report format. Include information about key insights that have influenced the final output. (500 words max)

Class Policies

Attendance & Punctuality

As a rule, incomplete grades are not given in this course. Late assignments are not accepted without prior consent from the instructor.

Attendance is mandatory; three unexcused absences result in a lower grade (from B to C, for instance); an excused absence is allowed in the case of a medical or personal emergency (illness with doctor's letter; death in the family). An absence is defined as not attending class, arriving 10 or more minutes late or leaving 10 or more minutes early. Repeated absences result in further grade reductions.

If a student is absent they are responsible for following up to obtain information and materials provided in the lecture. Lectures will not be repeated. **Contact:** amodie@dpeaul.edu, to schedule a meeting during office hours, Friday 1:45pm – 3:15pm.

An absence on “final exam day” still counts as an absence; and, in addition, the student forfeits any and all participation points for the day.

Excused Absence

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/ or academic accommodations for an excused absence.

Incomplete Grades

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term

and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.
- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at:

Student Center, LPC, Suite #370

Phone number: (773)325.1677

Fax: (773)325.3720

TTY: (773)325.7296

Withdrawal

Students who withdraw from the course do so by using the Campus Connection system (<http://campusconnect.depaul.edu>). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

Retroactive Withdrawal

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM.

The deadlines for submitting appeals are as follows:

Autumn Quarter: Last day of the last final exam of the subsequent winter quarter

Winter Quarter: Last day of the last final exam of the subsequent spring quarter

Spring Quarter: Last day of the last final exam of the subsequent autumn quarter

Summer Terms: Last day of the last final exam of the subsequent autumn quarter

Harassment

The policy as specified in the DePaul Student Handbook will be adhered to in this class.

Plagiarism

Plagiarism on assignments or cheating on tests are serious offenses and result in failure of the course.

There are no exceptions to this rule. If you are in doubt about the definitions of plagiarism and cheating, consult the DePaul Student Handbook.

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment, which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

Academic Integrity

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>.

“Students must abstain from any violations of academic integrity and set examples for each other by assuming full responsibility for their academic and personal development, including informing themselves about and following the university's academic policy... Violations of academic integrity include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources-alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution.”

– DePaul Student Handbook

<http://condor.depaul.edu/~handbook/code17.html>

Online Course Evaluations

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable (believable). As you experience this course and material, think about how your learning is impacted. Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the

university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul.

Cell phones

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class.

Attitude

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom.

The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Lynda.com

DePaul students, faculty, and staff can login to lynda.com for unlimited access to a vast online library of instructional videos covering the latest software, creative, and business skills. Lynda.com is a high-quality resource for students, faculty, and staff looking to develop skills in Microsoft Office, Adobe Creative Suite, social media, web design, animation, photography, audio and video production, project management, and a wide range of other topics.

<http://offices.depaul.edu/is/services/technology-training/Pages/online-training.aspx>